

Art Platform— Los Angeles

SEPTEMBER 28 – 30, 2012

OPENING PREVIEW: SEPTEMBER 27, 2012

PROSPECTUS

LA MART®
1933 S Broadway
Los Angeles, CA 90007

Art Platform – Los Angeles, the modern and contemporary art fair for Los Angeles, demonstrates the rich and diverse cultural landscape of Southern California and underscores Los Angeles' influential position within the international contemporary art world.

Bringing together both local and international artists, dealers, collectors, museums and art enthusiasts that play important roles in the vibrant Southern California art community, **Art Platform – Los Angeles** emphasizes the increased recognition of Los Angeles as an international art capital.

Exhibitor applications can be downloaded at:
www.ArtPlatform-LosAngeles.com/application



Dates

Friday, September 28th - Sunday, September 30th, 2012
Opening Preview: Thursday, September 27th, 2012

Attendance

Art Platform – Los Angeles closed its inaugural edition on Monday, October 3, 2011 with a strong attendance of nearly 12,500 collectors, curators, museum trustees and art lovers.

Prominent collectors from New York, Brazil and Los Angeles attended the fair including **Susan** and **Michael Hort**, **Alfredo Hertzog**, **Dean Valentine**, **Mera** and **Donald Rubell**, **Ruth** and **Jake Bloom**, **Lawrence Beneson**, **Beth De Woody**, **Jarl Mohn**, **Jane Siegal**, **Pam Smith**, **Lois Rosen**, **Jan** and **Trisch DeBont**, **Eugene Sadovoy**, **Gail** and **Stanley Hollander**, **Grazka Taylor**, **Pamela West**, **Michael** and **Joyce Ostin**, **Merry Norris**, **Manny Simchowitz**, **Michael McCarthy**, **Benedikt Taschen**, **Kathi** and **Gary Cypres**, **Sirje** and **Michael Gold**, **Homeira** and **Arnold Goldstein**, **Stefan Simchowitz**, **Alan Hergott**, **Viveca Paulin-Ferrell**, **Susan Hancock**, **Cameron Silver**, **Pamela West**, **Gilena** and **Gary Simons**, **Ben Bourgeois**, **Jennifer Simchowitz**, **Brian** and **Eva Sweeney**, and **Cliff** and **Mandy Einstein**.

Location

Encompassing 724,000 square feet, the L.A. Mart will be home to **Art Platform – Los Angeles** 2012. Several floors and thousands of square feet will be open to the public and dedicated to the exhibition, exploration, and discovery of contemporary art from Southern California.

The L.A. Mart is conveniently accessible to four major Los Angeles freeways and Metro Rail service, and offers ample parking. The building is situated at the perimeter of Los Angeles' downtown residential redevelopment, the Staples Center, L.A. Live, the Los Angeles Convention Center, Museum of Contemporary Art, Music Center, The Walt Disney Concert Hall, among numerous other world-class civic and cultural institutions.

Partners and Sponsors

Art Platform – Los Angeles provides galleries, partners and sponsors with access to an educated and affluent audience of existing and potential new collectors. The fair enjoys the remarkable support of the cultural and civic partners that have contributed to the success of Los Angeles' contemporary arts community. In its inaugural edition, **Art Platform – Los Angeles** hosted a Vernissage to benefit the Hammer Museum, the Los Angeles County Museum of Art and the Museum of Contemporary Art.

Art Platform – Los Angeles also benefits from the civic support, broad citywide involvement, and unparalleled interest from the local, national and international arts community. In 2011, West of Rome Public Art, one of the fair's cultural partners as well as one of the leading organizations of temporary public art in Los Angeles, marked **Art Platform – Los Angeles** as the starting point of *Trespass Parade*, their collaborative project between **Arto Lindsay**, **Rirkrit Tiravanija**, and over sixty Los Angeles based artists.

These elements, coupled with the expertise of **The Armory Show®**'s management and the resources of our parent company, **MMPI**, will ensure that the new art fair for Los Angeles will once again be a success for all involved.

2011 Partners and Sponsors

U.S. Trust – *Title Sponsor*

Ruinart – *Official Champagne Partner*

AOL | Huffington Post

Los Angeles Confidential Magazine – *Exclusive Lifestyle Luxury Media Partner*

The Standard – *Official Hotel Partner*

Purity Vodka – *Official Spirit Partner*

Intelligentsia Coffee and Tea

Poliform

Maison Martin Margiela

Sheppard Mullin Richter & Hampton LLP

Artillery

Fiji Water

The Hammer Museum

The Museum of Contemporary Art

The Los Angeles County Museum of Art

Erbe Art Projects

Market



"The giant Art Platform fair took Los Angeles by storm at the beginning of October. With almost a hundred galleries and exhibition spaces from around the world participating, this was a high water mark in L.A.'s ascendancy on the international art world."

– Mat Gleason, Art Critic

"The test of any community's commitment to the success of an art fair is their attendance; literally shoes on the ground. Art Platform—Los Angeles aced that critical test. Not only did LA's collectors come out to the show, but they bought, and their buying generated a momentum that allowed us to also sell to a much larger platform nationally and globally."

– Perry Rubenstein, Owner and Director, Perry Rubenstein Gallery



"The quality of visitors was world-class for an inaugural edition of a fair. We spoke intimately with many international curators whom we have never met and look forward to 2012." – Dennis Christie, DCKT Contemporary

Exhibitors

Art Platform – Los Angeles 2011 featured an extraordinary roster of over 75 international galleries in addition to special exhibitions by individual artists, established art world booksellers, leading not-for-profits and alternative art spaces.

Exhibitor Amenities/Services

- Hard walls painted white
- Interior perimeter lighting
- Booth signage
- First-day booth cleaning
- Polished concrete floors
- Exhibitor and set-up passes, artist passes
- Empty crate removal and empty crate storage
- Exhibitor Services Desk and staff posted throughout installation and the fair to handle all exhibitor needs
- Full-color two-page spread in the exhibition catalogue
 - Listing in the catalogue artists index and gallery index
- Access to the exclusive VIP Lounge on the premises to meet with art collectors from around the world
- Access to our VIP Program
- VIP package including additional VIP cards, complimentary run of show tickets and Vernissage tickets
- Inclusion in fair's media strategy
- Easy load-in and load-out with the service of an experienced and accommodating staff
- 24 hour on-site security
- Wi-Fi internet access
- Food service outside of the VIP lounge is available during set-up hours and the fair

VIP Program

Art Platform – Los Angeles VIP events and programs offer exclusive access and experiences for VIP guests. Our VIP program includes private collection visits, curator and director-led walkthroughs at some of Los Angeles' world-class art institutions, artist studio visits and numerous special events throughout the city tailored specifically for collectors, curators and art patrons. VIP guests are invited to join our Opening Preview and Vernissage and to enjoy our VIP lounge.



In 2011, in collaboration with the Getty's initiative, *Pacific Standard Time: Art in L.A. 1945-1980*, our VIP program presented over 70 events between Friday, September 30 and Monday, October 3 and welcomed approximately 1,100 VIPs throughout these four days. VIPs participated in 26 tours of collector's homes, 7 visits to artists' studios, 19 curator-led tours of exhibitions and foundations, and a number of special events that took place in galleries, stores and hotels.

Our VIP program boasted coveted private collection visits at esteemed homes such as those of **Michael Ovitz, David Johnson, Dallas Price-Van Breda, Mandy and Cliff Einstein, Susan and Leonard Nimoy and Pamela and Jarl Mohn**. VIP guests enjoyed many private walkthroughs including those of the acclaimed MOCA exhibition *Under the Big Black Sun: California Art 1974-1981*, led by MOCA Chief Curator **Paul Schimmel**; CAA's corporate collection renowned for its dedication to Southern California artists and the Hammer Museum's exhibition *Now Dig This! Art and Black Los Angeles, 1960-1980*; as well as visits to various studios of artists such as **Mark Grotjahn, Catherine Opie, Larry Bell and Friedrich Kunath**, among many other such quality events.



"This is just a note to thank and congratulate you and the promotion staff of Art Platform Los Angeles on one of the most extraordinary opening day success stories in art fair history. To produce a steady, qualified, huge crowd like that, from two in the afternoon until 9 at night, at a new fair in a different venue, is an incredible accomplishment. We saw pretty much everyone we hoped to see, and many we had no idea we would see. A great job and much appreciated." – Bob Fishko, Forum Gallery



Open Platform

Open Platform, a curated series of art panels, conversations and discussions, investigates the dialogue around significant issues in Los Angeles' cultural landscape and highlights the region's most influential collectors, curators, museum directors, gallerists, scholars, critics and artists. In 2011, Open Platform was organized by **Andrea Stang**, Senior Education Program Manager for MOCA. The inaugural edition included the following:

- *Collecting 101 presented by The Association of Professional Art Advisors (APAA)* with **Michelle Isenberg**, Isenberg & Associates Fine Art Advisors and President, APAA; **Michelle Pobar**, Director, Honor Fraser; and **Thomas Solomon**, Owner and Director, Thomas Solomon Gallery
- *We're Just Artists*, featuring three emerging Latino artists **Juan Capistran**, **Carolyn Castaño**, **Fay Ray**, and moderated by Assistant Director/Senior Curator of LA<ART, **Cesar Garcia**
- *Making Video in the Shadow of Making Movies* featuring artists **Brian Bress**, **Stanya Kahn**, and **Kenneth Tam** and curator, **Catherine Taft**
- *Making Art in an Anachronistic Medium: The Power of Photography* with artists **Catherine Opie** and **Alec Soth** and curator **Rebecca Morse**
- *Taking Home Souvenirs* with collectors **Michael Hort** and **Don** and **Mera Rubell**, and gallerist **Philip Martin** of Cherry and Martin
- *ART MIDDLE EAST Presents: How Have International Initiatives Affected Contemporary Middle Eastern Art? Part II* with artists **Asad Faulwell** and **Firooz Zahedi** and curators **Dr. Linda Komaroff**, **Leila Khastoo**, **Yasmine Mohseni**; **Nazy Nazhand** founder of ART MIDDLE EAST; and dealer **Leila Taghinia-Milani Heller**, Leila Heller Gallery
- *Does it have to be good for you? Art and Social Practice* featuring **Trinidad Ruiz**, Finishing School's **Ed Giardina** and **David Burns** of Fallen Fruit, moderated by writer **Sue Bell Yank**
- *Performing Beyond Hollywood: The History of Performance Art in Los Angeles* with artists **Eleanor Antin**, **Liz Glynn**, **Ellina Kevorkian** and LACE Director **Carol Stakenas**
- *Crosstown Rivals: We Don't Play Football* with **Tom Lawson**, Dean of the School of Art at CalArts; **Rodney McMillian**, Assistant Professor, UCLA Department of Art; **Rochelle Steiner**, Dean of Roski School of Fine Arts, USC; and **Annette Weisser**, MFA faculty member at Art Center

Not-For-Profits and Alternative Art Spaces

In support of the region's not-for-profits and alternative art spaces, **Art Platform—Los Angeles 2011** exhibited the leading local organizations including:

- Los Angeles Contemporary Exhibitions (LACE)
- West of Rome Public Art
- Elton John AIDS Foundation
- Venice Family Clinic
- LEADAPRON
- Los Angeles Art Association
- Gallery 825

In partnership with ARTRA Curatorial, **Art Platform – Los Angeles** presented Co/Lab, a new and unique installation that brought together 19 of the leading and cutting-edge not-for-profit art institutions, alternative spaces, and independent art initiatives. Co/Lab participants included:

Artist Curated Projects
Actual Size
Control Room
Durden and Ray
Emma Gray HQ
JAUS
LA Pedestrians
Las Cienegas Projects
Materials and Applications
Monte Vista Projects
Night Gallery
Santa Barbara Contemporary Arts Forum
Statler-Waldorf Gallery
Summer Camp's Project Project
RAID Projects
Slanguage
Weekend
WPA
Workspace

BOOM. MFA Exhibition

Organized and presented in partnership with LAUNCH, a not-for-profit social enterprise, **Art Platform – Los Angeles** also featured BOOM., an MFA exhibition showcasing the diverse talent among young Southern Californian artists. Curated by **Ali Subotnick**, curator at the Hammer Museum, BOOM. featured artists from the University of California, Los Angeles; University of California, Santa Barbara; and Claremont Graduate University, among others.

ART TOURS Program

Art Platform – Los Angeles 2011 introduced the ART TOURS Program organized by Erbe Art Projects after its great success with our sister fairs, The Armory Show®, Art Chicago, VOLTA and Art Toronto. The program featured a team of qualified professionals to guide groups through a curated selection of the fair's many established and emerging galleries. We will continue to offer these complimentary 45-60 minute tours of the fair which can provide a general overview of how to navigate an art fair, focus on a particular theme such as tips on collecting, targeted tours of specific media, genre or price points, or a history of art in L.A.

Museum Groups

Through existing relationships, the organizers of **Art Platform – Los Angeles** engage concerted outreach to over 500 museum groups from the world's premier art and cultural institutions. Members of local and international museums are invited to attend the fair, and are provided with exclusive access during the Opening Preview and for many of the events that are a part of our VIP program.

During **Art Platform – Los Angeles** 2011 many museum groups participated in the fair and our VIP events, including groups from:

- Los Angeles County Museum of Art
- Museum of Contemporary Art
- The Hammer Museum
- J. Paul Getty Museum
- Guggenheim Museum
- American Friends of Israel
- Institute of Contemporary Art Philadelphia
- Museum of Contemporary Canadian Art
- Harvard Art Museum
- Berkeley Museum of Film and TV
- Laguna Art Museum
- Santa Barbara Contemporary Art Forum
- University of Houston Art Museum
- Museum of Contemporary Art, San Diego
- Seattle Art Museum
- Centre Pompidou-Metz
- Institute of Contemporary Art, Boston

Marketing, Advertising and Promotion

Backed by the marketing resources and expertise of **MMPI Art Group**, which also includes **The Armory Show®**, **Art Chicago®**, **NEXT**, **VOLTA**, **VOLTANY**, and **Art Toronto**, **Art Platform – Los Angeles** has a comprehensive and international advertising campaign that includes major international art and lifestyle publications, newspapers and magazines. In 2011 **Art Platform – Los Angeles** enjoyed advertising relations with noted publications such as the LA Times, New York Times, ArtAsiaPacific, Art in America, Art+Auction, ArtForum, The Art Newspaper, LA Confidential, The Huffington Post and e-flux among others.

An aggressive, targeted and sophisticated advertising, marketing and public relations campaign will reach the international, national and regional buying audience with the following:

- Advertising and editorial coverage across consumer and art publications
- Viral e-mail blasts to a list of more than 200,000
- Targeted VIP outreach and direct mailing to an exclusive list of curators and collectors
- Promotion via cultural partners through direct mail and e-communications to their member lists
- Extensive public relations campaign targeting top international art, lifestyle and news publications
- Inclusion in the exhibition catalogue and website

MMPI is one of the largest show producers in the world, including a growing portfolio of premium art shows. We have assured the continued development and enhancement of the MMPI Art Group by bringing together some of the top minds in art fairs under one partnership.



Art Platform—

Los Angeles

September 27-30 2012

+1.213.763.5890

www.ArtPlatform-LosAngeles.com

info@ArtPlatform-LosAngeles.com

Paul Morris

Vice President
MMPI Art Shows
PMorris@mmart.com

Adam Gross

Executive Director
Art Platform – Los Angeles
AGross@mmart.com

Deborah Harris

Director of Sales
DHarris@mmart.com

Manuela Paz

Director of VIP Relations
MPaz@mmart.com

Marie Wilson

VIP Events and
Marketing Manager
MaWilson@mmart.com

Michelle Darnell

Project Coordinator
MDarnell@mmart.com

Lauren Pearson

Communications Director
LPearson@mmart.com

Glenn Charles, Jr.

Managing Director,
Trade Show Services
GCharles@mmart.com

Walter Young

Exhibit Services Supervisor
WYoung@mmart.com

Michael Hall

Director of Operations & Exhibitor
Relations
MHall@mmart.com

Lisa M. Alcantar-Leonard

Director of Exhibitor Relations
LAlcantar@mmart.com

Kasey Madden

Vice President of
Sponsor Relations
KMadden@mmart.com

Lindsey Martin

Marketing Manager,
Sponsor Relations
LMartin@mmart.com